

Rep Order# 6829900 Ver# 1 Mod# 0 Status Confirmed

Printed: 06/26/2012 4:00 PM

1
of
4

3575
Last Received: 06
Showing Buylines: All Lines

THE SPECTATOR 17

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE

Product HELLER FOR SENATE
Estimate#

Buyer NEIL WILLIAMS

Fax#
Phone#

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Agency	() STRATEGIC MEDIA SVCS	Rep Firm
	3299 K STREET NW SUITE #200	Sales Office () PHILADELPHIA
	WASHINGTON, DC 20007	Salesperson () AMY MCCREARY
Agency C/P1/P2/E		
Flight Dates	08/29/2012 - 09/04/2012	Salesperson Phone# 215-568-6540
Hiatus Weeks		Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

LT	Ln	Day	Time	Program	Len.	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total
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1	W-F	5A-6A	:30	Buyline Comment: NEWS	\$400.00	08/29-08/31	3	1	3	\$1,20	

Buyline Comment: NEWS							
3	W	6A-7A		:30	\$700.00	08/29-08/29	1
4	M	6A-7A	Buyline Comment: NEWS	:30	\$700.00	09/03-09/03	1
5	TU	7A-9A	Buyline Comment: TODAY SHOW	:30	\$1,400.00	09/04-09/04	1
6	TH	7A-9A	Buyline Comment: TODAY SHOW	:30	\$1,400.00	08/30-08/30	1
7	W/F	9A-10A	Buyline Comment: TODAY SHOW II	:30	\$500.00	08/29-08/31	2
8	TU	9A-10A	Buyline Comment: TODAY SHOW II	:30	\$500.00	09/04-09/04	1
9	M-TU	10A-11A	Buyline Comment: TODAY SHOW III	:30	\$325.00	09/03-09/04	2
10	W-F	10A-11A	Buyline Comment: TODAY SHOW III	:30	\$325.00	08/29-08/31	3

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2 of 4

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LT Ln Day Time Program

Agency	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY						
Agency C/P1/P2/E	Flight Dates 08/29/2012 - 09/04/2012	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845						
Hiatus Weeks	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
11 TH-F 12P-1230P	:30	\$425.00	08/30-08/31	2	1	2	\$850.00	
12 M-TU 12P-1230P	:30	\$425.00	09/03-09/04	2	1	2	\$850.00	
13 M-TU 5P-630P	:30	\$1,000.00	09/03-09/04	4	1	4	\$4,000.00	
14 W-F 5P-630P	:30	\$1,000.00	08/29-08/31	6	1	6	\$6,000.00	
15 W-F 7P-730P	:30	\$1,000.00	08/29-08/31	3	1	3	\$3,000.00	
16 M-TU 7P-730P	:30	\$1,000.00	09/03-09/04	2	1	2	\$2,000.00	
17 M-TU 730P-8P	:30	\$800.00	09/03-09/04	2	1	2	\$1,600.00	
18 W-F 730P-8P	:30	\$800.00	08/29-08/31	3	1	3	\$2,400.00	
19 TH 11P-1135P	:30	\$1,100.00	08/30-08/30	1	1	1	\$1,100.00	
20 M 11P-1135P	:30	\$1,100.00	09/03-09/03	1	1	1	\$1,100.00	
21 SA-SU 11P-1135P	:30	\$1,100.00	09/01-09/02	2	1	2	\$2,200.00	

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3 of 4

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3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
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Salesperson FAX# 215-568-1845

	Ten	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
23 SA-SU 5P-630P Buyline Comment: NEWS	:30	\$650.00	09/01-09/02	2	1	2	\$1,300.00	
24 SU 7A-8A Buyline Comment: SUN TODAY	:30	\$625.00	09/02-09/02	1	1	1	\$625.00	
25 SU 1130P-12A Buyline Comment: SPORTS NIGHT	:30	\$400.00	09/02-09/02	1	1	1	\$400.00	

—REPORT TOTALS—

Report Totals: 50 / \$37,100.00

—SALES MONTHLY TOTALS—

Sep 12: 50 / \$37,100.00

Sales Totals: 50 / \$37,100.00
Station Totals: 50 / \$37,100.00
Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV
		0%	0%	0%	36%	23%
		KINN	18%	KIVW	4%	KVVU
		XXXX	0%			15%

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books
Demos

JUL12

RA35+

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— CREDIT RISK —
CASH IN ADVANCE